

<i>SERFF Tracking Number:</i>	<i>AULD-126594311</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>State Life Insurance Company</i>	<i>State Tracking Number:</i>	<i>45486</i>
<i>Company Tracking Number:</i>	<i>I-22310</i>		
<i>TOI:</i>	<i>LTC06 Long Term Care - Other</i>	<i>Sub-TOI:</i>	<i>LTC06.000 Long Term Care - Other</i>
<i>Product Name:</i>	<i>Should You Consider Preparing for Potential LTC Expenses?</i>		
<i>Project Name/Number:</i>	<i>Should You Consider Preparing for Potential LTC Expenses?/I-22310</i>		

Filing at a Glance

Company: State Life Insurance Company

Product Name: Should You Consider Preparing SERFF Tr Num: AULD-126594311 State: Arkansas
for Potential LTC Expenses?

TOI: LTC06 Long Term Care - Other

SERFF Status: Closed-Filed

State Tr Num: 45486

Sub-TOI: LTC06.000 Long Term Care - Other

Co Tr Num: I-22310

State Status: Closed

Filing Type: Advertisement

Reviewer(s): Marie Bennett

Author: Ann Smith

Disposition Date: 05/05/2010

Date Submitted: 04/22/2010

Disposition Status: Filed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: Should You Consider Preparing for Potential LTC
Expenses?

Status of Filing in Domicile: Authorized

Project Number: I-22310

Date Approved in Domicile: 04/22/2010

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 05/05/2010

Explanation for Other Group Market Type:

State Status Changed: 05/05/2010

Deemer Date:

Created By: Ann Smith

Submitted By: Ann Smith

Corresponding Filing Tracking Number:

Filing Description:

RE: The State Life Insurance Company

FEIN: 35-0684263 NAIC: 69116

Institutional Advertising

Form:

I-22310 Should You Consider Preparing For Potential Long-term Care Expenses?

The above referenced institutional advertisement is being submitted for your information. This form is new and does not replace any form currently in use by our company.

SERFF Tracking Number: AULD-126594311 State: Arkansas
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Product Name: Should You Consider Preparing for Potential LTC Expenses?
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Our brokers will use this advertisement with prospective clients to introduce them to State Life Insurance Company and/or to consider the need for long-term care coverage.

This advertising piece was approved by our domiciliary state, Indiana on April 22, 2010.

State Life has reviewed the form and believes, to the best of its knowledge, the form is both consistent with the laws and regulations of your state and in compliance with those laws and regulations. The form contains no unusual or possibly controversial items deviating from normal company or industry standards.

Company and Contact

Filing Contact Information

Ann Smith, Sr. Contract Analyst Ann.Smith@oneamerica.com
One American Square 317-285-4223 [Phone]
Indianapolis, IN 46206

Filing Company Information

State Life Insurance Company CoCode: 69116 State of Domicile: Indiana
One American Square Group Code: 619 Company Type:
P.O. Box 406 Group Name: State ID Number:
Indianapolis, IN 46206 FEIN Number: 35-0684263
(877) 285-7660 ext. [Phone]

Filing Fees

Fee Required? Yes
Fee Amount: \$25.00
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
State Life Insurance Company	\$25.00	04/22/2010	35880920
State Life Insurance Company	\$25.00	04/26/2010	35956165

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Product Name:	Should You Consider Preparing for Potential LTC Expenses?		
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed	Marie Bennett	05/05/2010	05/05/2010

Filing Notes

Subject	Note Type	Created By	Created On	Date Submitted
Additional Fees	Note To Reviewer	Ann Smith	04/26/2010	04/26/2010

<i>SERFF Tracking Number:</i>	<i>AULD-126594311</i>	<i>State:</i>	<i>Arkansas</i>
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Disposition

Disposition Date: 05/05/2010

Implementation Date:

Status: Filed

Comment:

Rate data does NOT apply to filing.

<i>SERFF Tracking Number:</i>	<i>AULD-126594311</i>	<i>State:</i>	<i>Arkansas</i>
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<i>Product Name:</i>	<i>Should You Consider Preparing for Potential LTC Expenses?</i>		
<i>Project Name/Number:</i>	<i>Should You Consider Preparing for Potential LTC Expenses?/I-22310</i>		
Schedule	Schedule Item	Schedule Item Status	Public Access
Form	Should You Consider Preparing for Potential Long-term Care Expenses?		Yes

SERFF Tracking Number: *AULD-126594311* *State:* *Arkansas*
Filing Company: *State Life Insurance Company* *State Tracking Number:* *45486*
Company Tracking Number: *I-22310*
TOI: *LTC06 Long Term Care - Other* *Sub-TOI:* *LTC06.000 Long Term Care - Other*
Product Name: *Should You Consider Preparing for Potential LTC Expenses?*
Project Name/Number: *Should You Consider Preparing for Potential LTC Expenses?/I-22310*

Note To Reviewer

Created By:

Ann Smith on 04/26/2010 03:18 PM

Last Edited By:

Marie Bennett

Submitted On:

05/05/2010 01:27 PM

Subject:

Additional Fees

Comments:

We sent an additional \$25.00 via EFT.

SERFF Tracking Number: AULD-126594311 State: Arkansas

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Form Schedule

Lead Form Number: I-22310

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	I-22310	Advertising	Should You Consider Initial Preparing for Potential Long-term Care Expenses?			0.000	I-22310_Should You Plan for LTC datasheet_LO REZ_040910.pdf

Should you consider preparing for potential long-term care expenses?

Is this risk covered?

25%

Chance your household will have a reported home fire during your lifetime
National Fire Protection Association, A Few Facts at the Household Level, July 2009

☐ Yes

☐ No

26%

Percentage of individuals reporting an auto crash injury sometime during their lifetime
National Highway Traffic Safety Administration, 2007 Motor Vehicle Occupant Safety Survey, December, 2008

☐ Yes

☐ No

34%

Percentage of individuals reporting an unexpected medical expense in the last year
Pew Research Center, We Try Hard. We Fall Short. Americans Assess Their Savings Habits, January, 2007

☐ Yes

☐ No

70%

Percentage of individuals over age 65 that will require at least some form of long-term care services
National Clearinghouse for Long-Term Care Information, longtermcare.gov, updated October, 2008

☐ Yes

☐ No

There are products available that do not require an on-going premium. Discuss your options with an experienced agent.

Not a deposit. Not FDIC insured. Not guaranteed by any bank.
Not insured by any Federal government agency.

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